BASMA SHAKRA

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📍 Cairo, Egypt

Operations Specialist & Strategic Lead | Expert in Capability Building & Operational Excellence

Results-driven professional with a dual expertise in Strategic Operations and Educational Leadership. Proven track record in scaling operations within the Founders' Office and leading high-performing academic teams. Expert in translating leadership vision into execution, designing efficient systems, and coaching teams to achieve measurable growth. A strategic executor dedicated to driving operational excellence and building organizational capabilities across EdTech and Fulfillment sectors.

PROFESSIONAL EXPERIENCE

Operations Specialist | Founders' Office | Fulfillment Services

December 2025 – Present

- Streamline daily operations and support strategic initiatives within the Founders' Office to ensure business growth.
- Monitor and optimize fulfillment system processes, ensuring operational efficiency and cross-functional alignment.
- Serve as a vital link between the executive leadership and operational teams, translating high-level vision into actionable execution plans.

Operational Point of Contact (OPC) | Abwaab Platform

January 2024 - November 2025

- Acted as the execution owner for newly launched projects, ensuring alignment between strategy and day-to-day operations.
- Serve as the primary contact for operational aspects of key projects.
- Develop and manage processes, systems, and communication across teams.
- Ensure smooth execution of new initiatives and alignment with platform goals.

Academic Advisor Team Lead & Trainer | Abwaab Platform

October 2021 - February 2026

- Coach and train advisors to enhance their skills, performance, and professional development.
- Designed and implemented tailored plans to support student success, focusing on motivation, focus, and stress management.
- Mentored and developed advisors, contributing to internal promotions and leadership readiness within the team.
- Contribute to student retention and engagement strategies, increasing platform engagement by 20%

• PROFESSIONAL EXPERIENCE (CONTINUED)

Course Organizer | The GREEK Campus (Former AUC Headquarters)

- Organized and managed end-to-end logistics for educational courses, workshops, and events.
- Facilitated seamless communication between stakeholders, instructors, and attendees to ensure a high-quality learning experience.
- Oversaw on-site operations and resource allocation, contributing to the successful execution of diverse training programs.

• SKILLS

- Team Leadership & Mentorship
- Operations & Systems Management
- Training & Capability Building
- Performance Management
- Cross-functional Coordination
- Academic & Behavioral Coaching
- Student Success & Intervention Planning
- Learning & Behavior Analysis
- Emotional Intelligence in Education
- Project Planning & Execution
- Problem Solving & Critical Thinking
- Reporting & Documentation
- Workshop Design & Facilitation

• EDUCATION

Bachelor Business Administration and International Economics
Faculty of Agriculture – Ain Shams University

• CERTIFICATIONS & TRAINING

- Training of Trainers (TOT)
- HP Effective Leadership Certificate
- Project Management Institute (PMI) – Training Programs
- HR Fundamentals – Society for Human Resource Management (SHRM)
- Certified Course in Mental Health & Psychological Disorders
- Early Intervention in Autism Spectrum Disorders
- Educational Technology, AI Fundamentals & Digital Learning Tools

References are available on request.